

Message Text

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ACTION H-03

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R 161550Z JUL 73

FM AMEMBASSY ROME

TO SECSTATE WASHDC 9839

INFO AMEMBASSY PARIS

USMISSION EC BRUSSELS

AMCONSUL TURIN

LIMITED OFFICIAL USE ROME 6911

E.O. 11652: N/A

TAGS: ECOM, IT

SUBJECT: SPOKANE EXPO '74

FOR STATE AND COMMERCE/DIRECTOR OIM

INFORM SENATOR MAGNUSOM

REF: ROME 5727

1. AS FOLLOW-UP TO ROME REFTEL, EMBASSY ARRANGED STRONGEST POSSIBLE APPROACH TO SOLICIT FIAT PARTICIPATION IN EXPO 74. IN COOPERATION WITH AMCONSUL TURIN, APPOINTMENT ARRANGED JULY 13 WITH DIRECTOR PUBLIC RELATIONS RUBIOLO AND PR CHIEF CAUDA, WHO RESPONSIBLE FOR FIAT PARTICIPATION EXPOSITIONS. PRIOR APPOINTMENT, AMBASSADOR SENT PERSONAL TELEGRAM TO GIOVANNI AGNELLI, PRESIDENT FIAT, UNDERLINING IMPORTANCE USG AND AMBASSADOR ATTACH TO EXPO 74 AND DRAWING AGENLLI'S PERSONAL ATTENTION TO OUR INTEREST IN FIAT'S PARTICIPATION. AMBASSADOR SENT COMMERCIAL COUNSELOR TO TURIN TO MAKE PRESENTATION ON BEHALF EXPO 74.

2. EFFECT AMBASSADOR'S TELEGRAM WAS TO DRAW SIX FIAT EXECUTIVES

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TO PRESENTATION WHICH COMMERCIAL COUNSELOR MADE ALONG LINES EARLIER

PRESENTATION BY KING COLE TO GOI, BUT PITCHED TOWARD PUBLIC RELATIONS VALUE OF EXPO 74 TO FIAT. COUNSELOR DREW UPON FACT THAT FIAT IN FOREFRONT OF ANTI-POLLUTION CAMPAIGN AS WELL AS UPON FIAT'S OUTSTANDING PRESENTATION AT KYOTO EXPERIMENTAL SAFETY VEHICLE CONFERENCE LAST MARCH. WE PRESSED CONCEPT OF FIAT EXHIBIT FEATURING ESV COUPLED WITH LOW FUEL CONSUMPTION FEATURE OF ITS AUTOMOBILES, WHICH WOULD PROVIDE DOUBLE BARRELED EFFECT ON MASSIVE PUBLIC ATTENDANCE EXPO 74. EXECUTIVES LISTENED ATTENTIVELY AND TOOK NOTES DURING HOUR AND HALF MEETING, BUT IN END GAVE RESPONSE AMOUNTING TO POLITE STALL. PR DIRECTOR OBJECTED TO COST SPACE, AND TO LATE STAGE IN PLANNING, REMARKING THAT FIAT IS NOT SPENDING AS FREELY IN LIGHT OF BUSINESS CONDITIONS. THEY ALSO TENDED DISCOUNT VALUE OF ESV IN NEXT YEAR'S FRAMEWORK AND SAID MOREOVER ALL FIAT EXV PROTOTYPES COMMITTED. SOME TIME AFTER MEETING, AGNELLI RESPONDED TO AMBASSADOR'S TELEGRAM SAYING QUOTE I HAVE ASKED OUR TECHNICAL PEOPLE TO LOOK INTO THIS MATTER AND TO GIVE IT THEIR BEST ATTENTION END QUOTE.

3. FOLLOWING DISCUSSION PARA 3 ABOVE, FIAT'S EXHIBIT MANAGER ANDREAS, WHO IS FORMER MILAN CONTACT COMM COUNSELOR, CALLED COUNSELOR ASIDE AND SAID TRUTH OF MATTER IS THAT FIAT, FOR POLICY AND DOMESTIC POLITICAL REASONS DOES NOT PARTICIPATE IN WORLD'S FAIR TYPE EXPOSITIONS AS FIAT CORPORATION, BUT ONLY UNDER SPONSORSHIP OF ITALIAN NATIONAL EXHIBIT. TO QUERIES RE MONTREAL AND OSAKA WORLD FAIRS, HE EMPHASIZED FIAT PARTICIPATED THESE EXPOSITIONS WITHIN ITALIAN PAVILION, NOT AS INDEPENDENT EXHIBITOR. FIAT EXECUTIVES SUGGESTED BEST AND PROBABLY ONLY POSSIBILITY PARTICIPATE WOULD BE UNDER UMBRELLA OF ITALIAN GOVERNMENT EXHIBIT, TO WHICH FIAT WOULD BE ASKED TO CONTRIBUTE THROUGH ITALIAN CHANNELS.

4. RE LATTER, EMBASSY LOOKING INTO PROSPECTS FINAL APPROACH TO GOI POSSIBLY THROUGH NEW MINISTRY ENVIRONMENT BUT NOT SANGUINE RE PARTICIPATION IN VIEW PREVIOUS REFUSALS BY MINISTRY FOREIGN AFFAIRS, AND BUREAUCRATIC HURDLES CONFRONTING GOVERNMENTAL SPONSORSHIP THIS LATE DATE. MIN ENVIRONMENT IN PROCESS FORMATION AND IS "WITHOUT PORTFOLIO" I.E., NO INDEPENDENT BUDGET. WE ARE NOW CONSIDERING WHETHER, GIVEN ORGANIZATIONAL SITUATION AND SHORT DEADLINES, FURTHER EFFORTS WITH GOVERNMENT WOULD BE PRODUCTIVE. VOLPE

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